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## **Enjeux de la communication de crise**

### **Challenges of the Crisis Communication**

**Abstract:** This article presents a series of theoretical considerations formulated by specialists in crisis communication, with the aim of highlighting the particularities of communication strategies employed in situations of organizational crisis, which seem to be caused more by managerial decisions than accidents or catastrophes. The article also aims to give a general understanding of the principles that should be respected once a crisis breaks out, as well as of the specific character of each stage in the development of a crisis. Given that the effectiveness of crisis communication results from its planning and evaluation, the article underlines the importance of having a communication plan, which is essential in communicating with the publics involved and in organizing the responses to situations of crisis. It ends with exploring several aspects regarding the way social media have transformed the nature of crises and their evolution.

**Keywords:** crisis communication, response strategies, risks, message, social media, *bad buzz*.